

Historic, Archive Document

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62.23

*A.F.S. Supply Items
IN THIS CATALOG
Pages 12 to 18*

[1944]



A.B.C. "Private Stock"

Beautiful natural color flower from "Private Stock" blend of A. B. C. Dwarf California Giants. Uniformly dwarf habit of growth, with high percentage of large, attractive flowers. Grow as pot plant for Easter and Spring sales.

1/2 Tr. Pkt.	75c	Tr. Pkt.	\$1.25
1/84 oz.	\$2.50	1/32 oz.	\$4.50
		1/16 oz.	\$8.00

American Bull Company

CHICAGO • NEW YORK

FALL SEED LIST AND



HOLIDAY SUPPLY ITEMS

Bulbs FOR WINTER AND SPRING

BELOW IS A LIST OF BULBS WE HOPE TO HAVE AVAILABLE IN SEASON—SEND IN YOUR LIST FOR QUOTATION

AMARYLLIS

(Giant American Hybrids)

2 to 2½ inch 2½ to 3 inch
3 inch up 3½ inch up
Red shades 2½ inch.

FANCY LEAVED CALADIUMS

READY IN JANUARY

Named Varieties, Mixed.
Separate Named Varieties

CALADIUM ESCULENTUM

(Elephant's Ear)

READY IN JANUARY

7 to 11 inch circumference

BEGONIA

Double or Single

Large Flowering Type—American Grown

Coppery Salmon	Scarlet Red	Pink
Dark Red	Orange	Yellow
	White	Mixed

GLADIOLUS "Supreme Quality" Bulbs

Albatross. Large pure white, blooms of unusual substance.
Algonquin. Brilliant glowing scarlet, ruffled.
Betty Nuttall. Coral pink, very fine variety. Good commercial.
Beacon. Salmon-red with large cream blotches. Long stem. Flowers large and slightly ruffled.
Betty Snow. Large pinkish lavender. Flowers well placed on long spikes.
Chas. Dickens. Violet-red, dark blotch.
Detonair. La France pink.
Dr. Bennett. Peach-red overlaid flame color.

Dream O'Beauty.

Popular deep rose.
Early Rose. Beautiful rose-pink. Very early flower.

Early Queen. One of the earliest of all. Very fine rose-pink.

Excellence. Large early scarlet.

Flaming Sword. Very early. Scarlet-red. Good flower.

Giant Nymph. Very large. Light pink, suffused with cream-yellow. Excellent cut flower.

Golden Chimes. Good light yellow.

Kassell. Red.

King Lear. Fine purple.

La Paloma. A tall rich orange.

Minuet. Choice lavender, fine flower.

Maid of Orleans. Large white, perfect form on straight spikes.

Miss Bloomington. Best yellow for cutting, long stems.

Mrs. Leon Douglas. Mammoth salmon rose-pink.

Mrs. P. W. Sisson. Very fine cameo-pink.

Margaret Eenton. White with red throat.

Margaret Fulton. Splendid early salmon-pink.

Max Reger. Light lavender blue with darker throat markings ending in sharp, white points.
Myrna. Excellent ruffled cream.

Picardy. Clear flesh-pink shading to shrimp-pink.

Peggy Lou. Large. Soft light rose.

Pelagrina. Early. Large dark blue of great beauty.

Red Lightning. Fine red.

Red Phipps. Bright scarlet. Tall spike with large florets.

Rosa Van Lima. Light rose.

Shirley Temple. Light cream with rich yellow throat, large ruffled.

Token. Peach Red.

Valeria. Red salmon.

Florist Mixture. Fine mixture, vast range of colors.

GLOXINIAS

READY IN JANUARY

Separate Named Varieties
Named Varieties Mixed

1" to 1½" 1½" to 2" 2" and up

TUBEROSES

Ready in January

Our strain of "Pearl" is the true, large-flowered type, far superior to the old variety.

Double Pearl. 3 to 4 inches.

Double Pearl. 4 to 6 inches, extra large.

YELLOW CALLA ELLIOTTIANA

2-2½" Available in January

CANNAS

Large Flowering

City of Portland. Deep pink, green foliage.
Dorothy S. Continuous flowering clear salmon red.

Hungaria. La France pink.

King Humbert. Greatest favorite. Scarlet flowers, bronze leaves.

The President. Immense flaming scarlet. Rich green foliage.

Yellow King Humbert. Rich deep yellow; softly spotted with bright red. Green foliage.

LILIES

Delivery Fall 1945

Croft Creole Harrisii Shangri La

(MEXICAN GROWN)

Regale Tenuifolium Candidum

ALL PRICES AND SUPPLY SUBJECT TO CROP CONDITIONS

TERMS OF BUSINESS

Routing: Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

Parcel Post: We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. We do not deliver any goods free at Wholesale Prices.

Disclaimer: The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise, however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

Cash Discounts: Cash with order only. 5% on Flower and Vegetable

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

NOTE—All prices listed are subject to any and all governmental regulations issued for the purpose of governing the items herein shown. The right is reserved by this Company to cancel any item offered, modify the price shown, or substitute similar products if the cause of the war so demands.

To the best of our knowledge prices on supply and seed items in this catalog conform to existing price regulations established as of the date this catalog was issued.

Seeds; 3% on Bulbs; 2% on Plants. Prices on Cyclamen and Lawn Seed are NET.

Otherwise, on bills for Flower and Vegetable Seeds, Bulbs, and Plants, a discount of 2% for payment 10 days from date of bill may be deducted. Exception to the above is taken when goods are supplied under special quotation, in which case particular terms will be noted.

Prices: This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same; otherwise cash must accompany order.

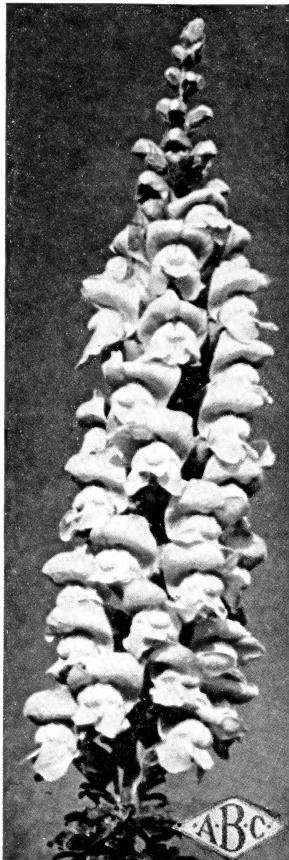
Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. We cannot arrange to send perishable stock C. O. D.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.

Snapdragon Seed

FOR GREENHOUSE FORCING
PRODUCED BY SPECIALISTS

The Leading Snapdragon Improvement for 1944
YODER'S MARGARET



TAKE ADVANTAGE
OF
THESE DISCOUNTS

Where price is: \$1.00 per pkt., we supply **any 3** for \$2.50; **any 5** for \$3.50; **any 7** for \$4.55. \$1.50 pkts., we supply **any 3** for \$4.00; **any 5** for \$6.50. \$2.00 pkts., we supply **any 3** for \$5.00; **any 5** for \$7.50. $\frac{1}{2}$ Trade Pkts. of any variety priced at \$1.00 are supplied at 60c. $\frac{1}{2}$ Trade Pkts. of any variety priced at \$1.50, supplied at \$1.00. No $\frac{1}{2}$ Tr. Pkts. on \$2.00 varieties.

Similar in growth to Mary Ellen, it has a very stiff stem with very little side growth. Florets medium size and set a little closer than Mary Ellen. Spikes heavy and long. Winter-blooming ivory white. One Mid-western grower writes, "I can say only good things about Margaret." Better include this variety in your Snap seed order. **Originator's seed.** Tr. Pkt..... \$2.00

VARIETIES ESPECIALLY RECOMMENDED

	Tr. Pkt.	3 Tr. Pkts	Tr. Pkt.	3 Tr. Pkts
AFTERGLOW. Beautiful deep golden bronze; has habit of Rose Queen.....	\$1.00	\$2.50		
AMERICA (Hodaly). Brilliant rose-pink with orange lip, blending into pure lemon, early.....	1.50	4.00		
BETTER TIMES (Windmiller). Bright rose-pink, early bloomer. (Sold out)				
CAROL JEAN (Dornacher). A good clean grower that ships well. A little lighter yellow than Ethel.....	2.00	5.00		
CEYLON COURT, DARK. Fine winter flowering deep yellow.....	1.00	2.50		
CHEVIOT MAID RESELECTED. Fine deep rose-pink.....	1.00	2.50		
CHRISTMAS CHEER. Good spike and free bloomer. Light rose-pink.....	2.00	5.00		
COATE'S YELLOW PERFECTION. Strong growing deep yellow.....	1.00	2.50		
ETHEL. Golden yellow, early.....	1.50	4.00		
GILBERT'S BRONZE BEAUTY.	1.50	4.00		
GILBERT'S PINK SUPREME (Medium Early). Dark rose without yellow throat.....	1.50	4.00		
GLORIOUS. Attractive reddish copper, yellow lip, spikes closely set.....	1.00	2.50		
HODALY'S IDEAL IMPROVED (New). A distinct improvement over the original strain.....	1.50	4.00		
KLONDIKE SUPREME. Large florets, color excellent deep yellow.....	1.00	2.50		
KOESTER'S WHITE. Fine slightly ruffled white. Good stem length.....	1.50	4.00		
LAVENDER ROSE. Good lavender with a rose blend.....	2.00	5.00		
MARGARET (Yoder). See above.....	2.00	5.00		
MARIE LOUISE. Wonderful sea shell pink; fine producer, stems have good length and florets are closely set.....	2.00	5.00		
MARY ELLEN (Yoder). Popular silvery pink.....	2.00	5.00		
MARYLAND PINK (Winkler). Pleasing light pastel pink. Good growth and large flowers. Early. (Sold out).....				
MISS WOOSTER. Medium late. Light golden bronze; individual in own color.....			\$1.00	\$2.50
NEW CINCINNATI. An excellent light rose.....			1.00	2.50
PEGGY SCHUMANN. Medium deep pink, early winter bloomer.....			2.00	5.00
ROCKWOOD'S EARLY WHITE. A clear white except for a slight suffusion of yellow.....			2.00	5.00
ROSE QUEEN. A real deep rose; very fine for forcing.....			1.00	2.50
SALMON GOLD			2.00	5.00
SCHAFFROTH'S PINK (Non-shattering). Bright rose-pink.....			2.00	5.00
ST. LOUIS PINK (Rowe). An exceptional light pink. Fine long spikes and good producer.....			1.50	4.00
VELVET BEAUTY. Rich American Beauty crimson.....			1.00	2.50
WHITE WONDER IMPROVED (Bezdek). Best pure white. Good stems. Flowers late December, early January.....			1.50	4.00
WINDMILLER'S APPLEBLOSSOM. Medium Early. Pleasing shade of light pink. Best in February.....			1.00	2.50
WINDMILLER'S LILAC. Excellent orchid, early.....			1.50	4.00
YELLOW DELIGHT. Deep clear yellow. Mid-winter bloomer.....			2.00	5.00
YELLOW WONDER IMPROVED (Bezdek). Deep yellow; very early and good producer.....			1.50	4.00

NOTE: Protect your interests by insisting on improved WHITE AND YELLOW WONDER being supplied in Bezdek's original packets.

STANDARD VARIETIES FOR GREENHOUSE CULTURE

	Tr. Pkt.	Tr. Pkt.	
BALL EARLY PINK	\$1.00	MARION WHITE.	White.....
BALL LAVENDER	1.50	NEW DEAL. Early golden-bronze.....	1.00
BERTHA BAUR. Good lavender.....	1.50	PEACE. Mid-season white.....	1.50
CAPTOR. Pure white.....	1.00	RADIANCE IMPROVED. Pink colored flowers	1.00
CELESTIAL. Light yellow, large flower, long stem.....	1.00	SCHAFFROTH'S WHITE	2.00
CHEVIOT SUPREME ROSE-PINK (Windmiller). True Cheviot Maid.....	1.00	SCHLEGEL'S EARLY WHITE. Pure white....	1.50
CHRISTMAS RED	1.00	SCHROCK'S ORCHID. True color.....	1.00
CRIMSON QUEEN	2.00	SCHUMANN'S LAVENDER. Spring flowering	2.00
DAYBREAK. Strong pink, very much like Briarcliff rose color.....	1.00	SCHUMANN'S YELLOW.	2.00
HODALY'S IDEAL. Beautiful blend of carmine-red, orange, tipped lemon yellow, white throat—early.....	1.50	TALISMAN. Flowers are double and semi-double; color ranges bronze and golden shades	2.00
JERSEY MAID. True medium pink color with lighter throat. Strong producer and free flowering in midwinter.....	2.00	TERRY'S SURPRISE IMPROVED. Bronze, orange, and pink shades.....	1.00
LA FRANCE. Soft pink.....	1.50	VELVET SUPREME. Rich velvety crimson....	1.00
LUCKY STRIKE. White. For spring.....	1.00	WESTOVER EARLY WHITE.	2.00
MAIDEN'S BLUSH. Pink suffusion over white.	1.50	WESTOVER FRINGED WHITE. Pure white, for spring	1.00
		WHITE PROSPERITY. Clear white.....	1.50
		MIXED. Assorted colors.75

ASPARAGUS

PLUMOSUS NANUS

100 seeds.....	40c	250 seeds.....	60c
1,000 seeds.....	\$2.00	5,000 seeds.....	\$8.00

SPRENGERI

100 seeds.....	40c	250 seeds.....	60c
1,000 seeds.....	\$2.00	5,000 seeds.....	\$8.00

BEGONIAS

A. B. C. MASTERPIECE

A lovely clear rose-pink Begonia, and the most outstanding in this color class. The large-size blooms are produced so abundantly that the foliage is really overshadowed. For pot plants as well as for bedding, you have something if you have this exceptional Begonia.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.50 1/32 oz..... \$4.50

SCANDINAVIA PINK (Oechslin's Strain)

Many large pot plant growers are growing the Scandinavia Begonias exclusively. They are very free bloomers and make a nice bushy plant ideal for pot culture but also very satisfactory for bedding. Especially good for use in combination boxes.

Scandinavia Red **Scandinavia White** **Scandinavia Mixed**

Prices: All Scandinavia Begonias—

Tr. Pkt..... \$1.00 1/64 oz..... \$2.50 1/32 oz..... \$4.50

GRACILIS

Adeline. Dwarf habit of growth. Flowers a bright pink; pleasing in appearance against the green foliage.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.50 1/32 oz..... \$4.50

Carmen. Bright pink flowers with richly contrasting bronze foliage.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.50 1/32 oz..... \$4.50

Indian Maid. Has the same deep bronze foliage of Carmen with bright deep scarlet flowers producing a highly attractive combination.

Tr. Pkt..... \$1.00 1/64 oz..... \$3.00

Luminosa. Deep scarlet with reddish-brown foliage. One of best sellers.

Tr. Pkt..... \$1.00 1/64 oz..... \$3.00 1/32 oz..... \$5.50

Luminosa Compacta. Small dark brown foliage is hidden by the mass of medium-size bright scarlet blossoms.

Tr. Pkt..... \$1.00 1/64 oz..... \$3.00

Prima Donna. Limpid rose shading to carmine. Very excellent variety.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.25 1/32 oz..... \$4.00

White Pearl. White, light green foliage.

Tr. Pkt..... \$1.00 1/64 oz..... \$3.00

SEMPERFLORENS

Albert Martin. Bright carmine.

Tr. Pkt..... \$1.00 1/64 oz..... \$1.00

Christmas Cheer. Extra large flowered crimson-scarlet.

Tr. Pkt..... \$1.00 1/64 oz..... \$1.75 1/32 oz..... \$3.25

Christmas Pink. This variety is of same habit as Christmas Cheer.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.00

Coral Prize. Beautiful coral-pink.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.00 1/32 oz..... \$3.50

Darling. Compact growth, with large, light rose-colored flowers.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.50 1/32 oz..... \$4.50

Elegant (New). White attractively edged crimson, clear green foliage.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.50

Le de France. Best pure white.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.00

King of the Reds. A glowing scarlet.

Tr. Pkt..... \$1.00 1/64 oz..... \$2.50 1/32 oz..... \$4.50

Snow. Pure white medium-size flowers show up well against the rosy stems and light green leaves. About 10 inches high.

Tr. Pkt..... \$1.00

Zahringer. An outstanding bright pink color. Flower has white center.

Tr. Pkt..... \$1.00 1/64 oz..... \$1.75 1/32 oz..... \$3.25

Mixed. Choice selection of varieties listed above.

Tr. Pkt..... \$1.00 1/64 oz..... \$1.75 1/32 oz..... \$3.00 1/16 oz..... \$5.00

TUBEROUS ROOTED

Single. Large Flowering. Mixed. Tr. Pkt..... 75c

Double. Large Flowering. Mixed. Tr. Pkt..... \$2.00

BROWALLIA

Very useful flowering annuals.

Viscosa Compacta Sapphire. Excellent pot plant. Compact grower. Dark blue flowers with white eye.

Tr. Pkt..... 30c 1/16 oz..... \$1.05 1/8 oz..... \$1.80

CALENDULAS

A. B. C. IMPROVED SENSATION

Considered by many to be the best Calendula for cut-flower purposes. Flowers very large, deep orange with scarlet sheen, light center.

Tr. Pkt..... 25c 1/4 oz..... 60c 1/2 oz..... \$1.10
1 oz..... \$2.00 2 oz..... \$3.50 4 oz..... \$6.50

Masterpiece. Clear rich orange with an attractively contrasting dark brown center.

Improved Long Orange. The largest flowered and longest stemmed Calendula. Clear bright orange with light eye.

Lemon Queen. Clear medium deep yellow with a dark brown center that contrasts most effectively. Generally preferred yellow.

Gold. Deep golden yellow, long-stemmed and large flower with light center. Stem, size, and color in this are outstanding.

Supreme. Light shade of orange with a richly contrasting brown center, not extra long-stemmed but freer flowering than any of the above.

Apricot. Rich apricot or straw color with a finely contrasting brown center. Same habit as Ball's Supreme, from which it is a selection. Inclined to occasionally produce orange petals with the apricot. Some should be grown for variety.

Note: Unit price on weight lots will apply in combination with two or more of above varieties. For instance, on 1/4 oz. each of four varieties, instead of 60c each, or \$2.40 for the four, the ounce price of \$2.00 will be accepted.

ALL of the above uniformly priced as follows:

Tr. Pkt..... 40c 1/4 oz..... 60c
Oz..... \$2.00 2 oz..... \$3.50

Calendula Mixture.

Tr. Pkt..... 35c 1/4 oz..... 50c Oz..... \$1.75 4 oz..... \$6.00

CANDYTUFT

A. B. C. SPECIAL GIANT HYACINTH FLOWERED

White. Particularly recommended for under glass; provides excellent cut flowers. A sowing in January should make Mother's Day nicely. We have an exceptionally fine strain of the true kind. Seed sown in October will flower in late winter.

Tr. Pkt..... 15c Oz..... 85c 4 oz..... \$2.75 Lb..... \$8.00

Empress White. Coronaria type growing about 12-inches tall.

Tr. Pkt..... 15c Oz..... 50c 4 oz..... \$1.20

Miniature Gem. Miniature white flowers about 3 1/2 inches high. Each plant produces 4 to 6 spikes. A real gem for rock gardens.

Tr. Pkt..... 15c 1/4 oz..... 30c Oz..... 85c

UMBELLATA TYPE

If you have grown annual Candytuft before and found it a poor seller, it is more likely that you had too much of the white variety. Try in its place a few of the colored varieties, such as Pink, Rose, Carmine, Lavender and Crimson and be convinced that this annual is of much use in the florist's establishment in the spring.

	Tr. Pkt.	Oz.	4 oz.
Carmine. 12 inches.....		\$0.15	\$0.50
Crimson. 12 inches.....		.15	.50
Lavender. 12 inches.....		.15	.50
Lilac. 12 inches.....		.15	.50
Pink. Flesh color. 12 inches.....		.15	.50
Rose Cardinal. 12 inches. Brilliant rosy red...		.15	.55
White. 12 inches.....		.15	.50
Mixed. 12 inches.....		.10	.35



Centaurea Cyanus "Blue Boy"

CENTAUREA (*Bachelor Button or Cornflower*)

Popular free-flowering annuals. Now largely grown under glass, particularly for Mother's Day sales, also Decoration Day. We especially recommend our select strains of the double type.

CYANUS DOUBLE (A. B. C. Select Strains)

The flowers of these strains are very large, fully double, and the colors intensified. Exceptional florists' quality.

	Tr. Pkt.	Oz.	4 oz.	Lb.
Blue Boy. Double blue.....	\$0.15	\$0.45	\$1.40	\$4.50
Pinkie. Deep pink.....	.15	.45	1.40	4.50
Red Boy. Deep red.....	.15	.45	1.40	4.50
Snow Man. White.....	.15	.45	1.40	4.50
Special Mixed15	.45	1.40	4.50

DUSTY MILLER (White Leaved)

For borders, vases, blankets, etc.

Candidissima. 6 inch. Silver gray foliage.	Tr. Pkt.	25c	1/4 oz.	\$1.00	Oz.	\$3.75
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Gymnocarpa. 24 inch. Fine, silvery foliage.	Tr. Pkt.	15c	Oz.	55c	4 oz.	\$2.00	1 lb.	\$6.50
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AMERICANA

Grows 3 feet high and bears immense thistle-like blooms. Splendid for cutting.

Alba. White. Tr. Pkt.	15c	Oz.	55c
Rosy Lavender. Tr. Pkt.	15c	Oz.	55c

CHRYSANTHEMUMS (Annual)

CARINATUM

Rainbow Mixture. A wide range of tones of purple, scarlet, orange, salmon, rose, yellow, white. All beautifully zoned round the dark discs with small yellow edges.

Tr. Pkt.	30c	1/4 oz.	60c	Oz.	\$2.00
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CYNOGLOSSUM (Chinese Forget-Me-Not)

AMABILE

An exceptional cut flower for under glass or outside.

	Tr. Pkt.	Oz.
Blue	\$0.15	\$0.50
Bluebird. Improved strain.....	(1/4 oz. 30c)	.20
Firmament. A dwarf (15 inches) selection from the original blue strain; rich blue, even habit.....	(1/4 oz. 30c)	.25

1.25

CINERARIAS

A. B. C. DE LUXE MIXTURE

We have received numerous requests from growers for a good all-around assortment of Cinerarias, such as will be filled by the A.B.C. De Luxe Mixture. Composed principally of select strains of Cremer's Prize and Siter's Rainbow, it also contains a portion of Berlin Market, Hybrida Grandifloras, and similar desirable types.

Tr. Pkt.	\$1.00	1/64 oz.	\$2.00	1/32 oz.	\$3.25
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CREMER'S IMPROVED PRIZE STRAIN

Produces somewhat smaller blooms than does Multiflora Maxima, with plants of good height, and is of such high sale value that growers, in our opinion, will not go amiss in planting liberally of both. The originator is constantly improving the strain.

Tr. Pkt. 1,000 seeds)	\$1.50	1/64 oz.	\$2.25
1/32 oz.	\$4.00	1/16 oz.	\$7.50

SITER'S RAINBOW STRAIN

Although it carries immense flower heads, its compact growth and small round leaves require little room. Medium large flowers, ranging from the bright-eyed types to the finer pastel shades.

Originator's packets. Each.....	\$2.00
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Reselected Strain. Tr. Pkt.	\$2.00	1/64 oz.	\$2.50
1/32 oz.	\$4.50	1/16 oz.	\$8.00

HYBRIDA GRANDIFLORA

A. B. C. PRIZE

The world's best strain of the large flowering type.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Blue Shades	\$1.00	\$2.75	\$5.25
Crimson	1.00	2.75	5.25
Salmon Shades	1.00	2.75	5.25
Prize Mixture	1.00	2.50	4.75

BERLIN MARKET

Medium large flowered and dwarf growth.

Weissensee Mixture. A white-eyed strain with good growth and flower head. Tr. Pkt.	\$1.00	1/64 oz.	\$1.60	1/32 oz.	\$2.75
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MULTIFLORA NANA

Mixed. Small flowered. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling baskets, boxes, etc., for Easter and Mother's Day sales.

Tr. Pkt.	\$1.00	1/32 oz.	\$3.00
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MULTIFLORA MAXIMA

Its range of colors is "tops," including every desirable shade in pinks, reds, blues, delicate pastel tints to solid bright shades and beautiful-eyed types. Good medium size.

Tr. Pkt.	\$1.00	1/64 oz.	\$1.00	1/32 oz.	\$1.00
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"Gold Center." A selection from the Multiflora Nana distinctively different in that stamens are a golden yellow, giving it a "gold center" effect that contrasts nicely with the wide range in color of the petals.

Tr. Pkt.	\$1.00	1/64 oz.	\$2.00
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Stellata Hybrida. Desirable for cutting. Tr. Pkt. (1,000 seeds) 75c

COLEUS

Hybridus "Rainbow" Mixture. Giant leaves of superb variation saved from finest collection. Tr. Pkt. 75c

CYCLAMEN

	100	1000
Bonfire. Bright salmon-scarlet.....	\$2.25	\$20.00
Bright Red.....	1.75	16.00
Dark Blood Red.....	1.75	16.00
Daybreak. Light salmon-rose.....	2.20	18.00
Lavender.....	1.75	16.00
Orange Beauty. Orange-vermilion.....	2.30	21.00
Pink Pearl. Salmon pink.....	2.30	21.00
Pure Rose (Rose of Alsmeer).....	1.75	16.00
Pure White.....	1.75	16.00
Rose of Marienthal Improved. Soft rose with carmine eye.....	1.75	16.00
Ruffled Dark Salmon.....	2.25	20.00
Saffron Red.....	2.10	18.00
Salmon Scarlet (America Improved).....	2.30	21.00
Salmon Rose, Improved.....	2.25	20.00
Salmon Dark (Glory of Wandsbek or the Perle of Zehlendorf).....	2.10	18.00
Salmon Light (Rose of Zehlendorf).....	2.10	18.00
White with Carmine Eye.....	1.75	16.00
Mixed	1.65	15.00

Vogt's New Double-Flowered Cyclamen

Admiration. Salmon-rose with shaded eye.

Prosperity. Flaming rich rose; distinct clear color.

Cerise Brilliant (New). Rich cerise-red.

Rosea. Soft rose with coral cast.

Mixture of Vogt's Strain.

Prices of above varieties of Vogt's Strain:

100 seeds.....	\$3.50	500 seeds.....	\$13.00
250 seeds.....	7.00	1000 seeds.....	25.00

NOTE: 250 OF A VARIETY AT 1.000 RATE. THE ABOVE PRICES ON CYCLAMEN ARE NET.

DELPHINIUM—See Page 6

DIDISCUS (Blue Lace Flower)

Coeruleus. Excellent for bouquets. Flowers continually from July until frost. A money maker for florists.

Tr. Pkt..... 15c 1/4 oz..... 30c Oz..... \$1.00

GREVILLEA (Australian Silk Oak)

Robusta. Seeds should be sown in early spring with plenty of bottom heat and in a well drained, loose soil. Grown in a 60° house, 5-in. pot plants available by fall

Tr. Pkt..... 20c 1/2 oz..... \$1.00 Oz..... \$1.75

GYPSOPHILA (Baby's Breath)

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers. Several plantings can be made during the season at intervals of ten days' time, in order to have a succession of bloom.

Oz. 4 oz. Lb. 5 lbs.

Covent Garden Market. Extra large flowered, full petalled—flowers having 6 to 8 petals instead of the usual 4 to 5..... \$0.30 \$0.85 \$2.25 \$8.00

London Market Improved. Slightly taller than Covent Garden Market and later.. .30 .65 2.00 7.50

Paris Market. Standard medium size flowered strain25 | .65 | 2.00 | 7.50 |

Elegans Carminea. Same habit as others but with bright carmine-pink flowers. Rather small flowered.

Tr. Pkt..... 10c Oz..... \$1.00

Elegans Rosea. Delicate pink. Tr. Pkt..... 10c

KALANCHOE

Tom Thumb. This is a dwarf variation of Kalanchoe Blossfeldiana, having the same color. The general habit, however, is dwarf with very short flowering stems that form just beyond the foliage and the flowers, instead of merely forming above the foliage, actually envelop the entire plant, starting at its base.

Tr. Pkt..... \$2.50 1/64 oz..... \$5.50 1/32 oz..... \$10.00

Blossfeldiana (Globulifera Coccinea). A succulent plant that is very easy of cultivation. The flowers are similar to Bouvardia in form, and in color they are very bright scarlet. Tr. Pkt.. 60c 3 Tr. Pkts...\$1.35

LARKSPUR—See Page 6

LILIMUM

Longiflorum Praecox "White Queen." The popular variety which is being grown with greater success both as a cut flower and as a pot plant. **True imported strain.**

Tr. Pkt..... \$1.00 1/8 oz..... \$2.25 1/4 oz..... \$4.00

Philippinense Formosanum (Selected Pure White Strain). A truly remarkable Lily with umbels of large, white, long-trumpet-shape flowers, like an Easter Lily. Will bloom in 6 to 8 months from the time seeds are sown. Very fragrant. 2 to 3 feet. Tr. Pkt..... \$35c

Regale. This wonderful Lily is easily grown from seed, flowering the second season. Tr. Pkt..... 25c 1/4 oz..... 35c Oz..... \$1.25

Tenuifolium (Coral Lily). Bears in profusion medium-sized flowers of perfect form and of dazzling coral red. Excellent for the rock garden or for forcing; 1 to 2 feet; May. Perfectly hardy.

Tr. Pkt..... 20c 1/4 oz..... 45c Oz..... \$1.50

LOBELIA

Tr. Pkt. 1/4 oz. Oz.

Crystal Palace Campacta. Dark blue flower and foliage. 4 inch..... \$0.25 \$0.75 \$2.50

Blue Gown. Clear deep blue, without eye, fine compact habit..... .25 1.00 ...

Blue Stone. Re-selected. Compact habit, large flowers, brilliant mid-blue..... .25 .75 2.50

Mrs. Clibran Improved. Deep blue, white eye.... .35 .75 2.50

Emperor William. Dwarf. Centain Blue. 4 inch..... .25 .75 2.50

Cambridge Blue. Light blue with green foliage.... .35 .85 3.00

Primadonna. Velvety maroon. 10 inch..... .25 .75 2.50

Sapphire. For hanging baskets, large deep navy-blue with white eye..... .25 .75 2.50

Bedding Queen (Pumila Splendens). Dark blue with white eye dwarf..... .25 .75 2.50

Mixed. 10 inch..... .25 .65 2.25

LUPINUS (Lupins)

HARTWEGI GIANTS OR KING

An improved strain. 3 to 4 feet high, with base branching habit. Each plant produces from 4 to 6 spikes of bloom, which are much larger than the old type.

Tr. Pkt. Oz. 4 oz.

Dark Blue. Enormous spikes of rich Oxford blue..... \$0.20 \$0.85 \$2.75

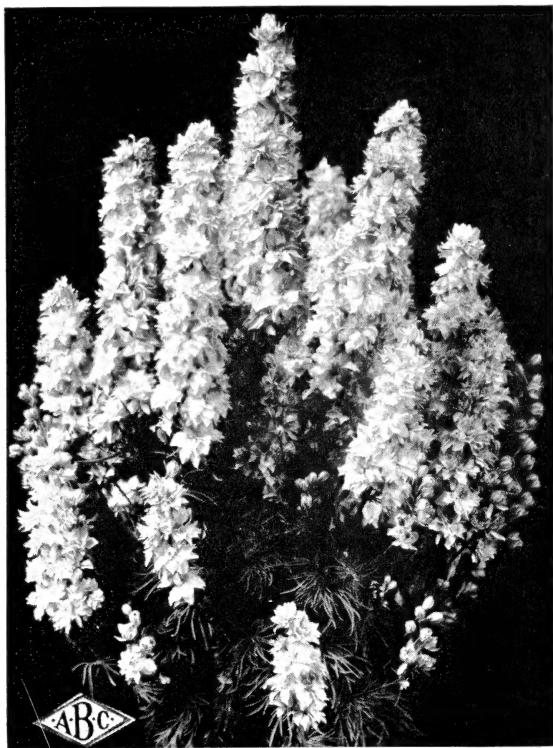
Sky Blue. Clear light blue..... .20 .85 2.75

White. Glistening pure white..... .20 .85 2.75

Choice Mixed. .20 .85 2.75

WOODEN PLANT BANDS

Protect yourself against next spring's demands by sending your order today. See inside back cover for COMPLETE LIST, SIZES AND PRICES



Larkspur Giant Imperial

LARKSPUR

GIANT IMPERIAL OR BASE BRANCHING

	Tr. Pkt.	Oz.	Lb.
*Indicates generally preferred varieties.			
*Blue Bell. Fairly deep blue.....	.25	\$1.10	\$11.00
*Blue Spire. Very deep blue-violet.....	.25	1.10	11.00
Carmine King. Carmine-rose.....	.25	1.10	11.00
Cattleya. This is a late-flowering variety and has a rich rosy lilac color and fully double flowers.....	.25	1.10	11.00
Cinnabar Cockade (New). A rich brilliant rose-red; symmetrical, compact and double flowers.....	.25	1.10	11.00
Dazzler. Rich lustrous carmine color.....	.25	1.10	11.00
*Daintiness Improved. Light lavender-blue.....	.25	1.10	11.00
Exquisite Pink Improved. Soft pink.....	.25	1.10	11.00
*Glorie Improved. Bright rose-pink.....	.25	1.10	11.00
Lilac King. Extra fine lilac shade.....	.25	1.10	11.00
Lilac Queen. Rich lilac-lavender.....	.25	1.10	11.00
*Lilac Spire25	1.10	11.00
Los Angeles Improved. Salmon-rose.....	.25	1.10	11.00
Miss California. Pink-shaded salmon.....	.25	1.10	11.00
Pink King. Beautiful shade of salmon rose.....	.25	1.10	11.00
*Sweet Lavender. A rich blue-lavender; flowers are fully double.....	.25	1.10	11.00
*White King. The best clear white.....	.25	1.10	11.00
White Spire. Good clear white.....	.25	1.10	11.00
Mixture. A formula mixture of the above varieties	.25	1.10	11.00

MYOSOTIS (Forget-Me-Not)

A. B. C. Early Blue Bird. Large deep blue flowers 3 to 4 months after sowing. Also splendid for growing indoors during the winter.
Tr. Pkt..... 35c 1/4 oz..... 90c Oz..... \$3.00

Delphinium

GIANT PACIFIC HYBRIDS

Black Knight Series. Darkest of all. Flowers 2 1/2 to 3 in., with heavy, velvety mixture.

Blue Bird Series. A white bee on the clearest medium blue petals.

Blue Jay. A true medium to dark blue with dark bee.

Cameliard Series. Lavender self with white bee; perfectly formed flowers, round and flat. Spikes are uniformly in balance.

Galahad Series (New). Finest white, 3-inch flowers; pyramidal spikes. Good branching habit, strong stems.

Guinevere. Light pink-lavender with white bee. Large spikes. Excellent branching habits.

King Arthur. Royal violet with white bee. 2 1/2-inch flowers on thin woody stems with graceful foliage.

Round Table Series. All the colors of the "Knights and their Ladies" Series, including many not yet introduced.

Summer Skies. Light blue with white bee. Flowers 2 to 2 1/2 inches in diameter.

PRICES ON ABOVE VARIETIES

Tr. Pkt.... \$1.25 1/8 oz.... \$2.50 1/4 oz.... \$4.00 Oz.... \$14.00

GIANT PACIFIC HYBRIDS (Vetterle & Reinelt)

Blue Shades. Shades from very light to rich deep blue.

Clear White. Regular strain of a good white. Ideal for cut flowers.

Lavender Shades. A fine pastel colored strain.

Pastel Shades. A fine mixture of lavender and blue pastel shades.

Violet Shades. Deep rich violet-blue colors with many contrasting white bees.

V. & R. Mixture. A very fine general Hybrid mixture of all V. & R. varieties.

PRICES ON ABOVE—

Each Tr. Pkt.... \$1.00 1/8 oz.... \$2.00 1/4 oz.... \$3.50 Oz.... \$12.00

BLACKMORE & LANGDON'S HYBRID MIXTURE

Too well known to need any commendation on our part.

B & L—ABC Strain. A good average strain. Seed produced in America.

Tr. Pkt.... 50c 1/4 oz.... 90c Oz.... \$3.00 4 oz.... \$8.50

MISCELLANEOUS STRAINS

Tr. Pkt. Oz.

Blue Mirror. Useful as a cut flower it is most impressive in mass plantings. Bright navy blue flowers have no spurs..... (1/4 oz., \$1.00) \$0.50 \$3.75

Belladonna Improved (Cliveden Beauty). A very select strain of strong, vigorous habit. Large flowers of brilliant iridescent turquoise blue..... (1/4 lb., \$11.00) .35 3.00

Belladonna. The original or "Regular" Strain. (1/4 oz., .75c 4 oz., \$8.50) .25 2.25

Bellamousum Improved. A rich, deep blue form of Belladonna..... (1/4 lb., \$11.00) .35 3.00

MIGNONETTE

For greenhouse forcing, should be sown in August in pots. For a sowing crop sow in January. Disbudding is necessary for large spikes.

A. B. C. Giant Flowering. Florist forcing strain.

Tr. Pkt. \$1.00 1/4 oz. \$2.50

New York Market. Tr. Pkt. 50c 1/4 oz. \$2.00

Sweet Scented. Large flowering. Tr. Pkt. 10c Oz. 20c 1/4 lb. 75c

MARIGOLDS

WINTER FLOWERING

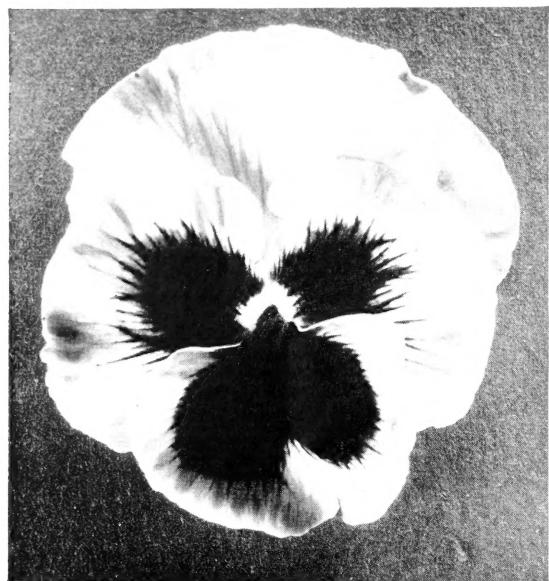
Winter Harmony (New). For greenhouse culture. It is of quilled scabious type. A single row of reddish brown guard petals encircling a golden orange quilled center—with mahogany brown dots on tip of each quilled petal. Produces 100% double flowers. 2 1/2 inches in diameter.

Tr. Pkt.... 20c 1/4 oz.... 35c Oz.... \$1.00 lb.... \$10.00

Lieb's Brown and Yellow. Tr. Pkt.... 25c 1/4 oz.... 60c Oz.... \$2.00

Lieb's Sunshine. Yellow. Tr. Pkt.... 25c 1/4 oz.... 75c Oz.... \$2.25

(Continued on Page 7)



A. B. C. "De Luxe" Pansies

MARIGOLD—(Continued)

CARNATION AND GIANT FLOWERED

Gigantea Sunset Giants is a Novelty from California; it is said to have the largest known flowers in the "Marigold" group, averaging 5 inches and some flowers attaining a size of $7\frac{1}{2}$ inches across. Instead of the usual "Marigold" odor these flowers have a definitely sweet fragrance. This is a mixture ranging from deep orange through golden orange, deep golden yellow, light yellow, lemon yellow, and a delightful new shade of primrose. The strain comes from 60 to 65 per cent double.

Tr. Pkt. 20c $\frac{1}{4}$ oz. 55c Oz. \$1.75

Gigantea Orange Sunset. The color is a deep, rich, lively orange, one of the most admired shades found in the Sunset Giants Mixture. The plants are strong growing, upright branching in habit, usually about 3 feet tall, producing a heavy growth of foliage, and with 6 to 8 heavy branches, each bearing 3 to 6 large flowers. Blooming commences about the first of August in most sections of the country, in late June in the southern states, and flowers can be depended on well before frost in any latitude. Orange Sunset has been tested and found to be a fine force in the greenhouse, and will come over 65 per cent double.

Tr. Pkt. 15c $\frac{1}{4}$ oz. 55c Oz. \$1.75

Yellow Supreme. Creamy lemon-yellow, loose petalled, 2- to 3-inch flowers produced on nice stems for cutting. $2\frac{1}{2}$ feet.

Tr. Pkt. 20c $\frac{1}{2}$ oz. 90c Oz. \$1.75 4 oz. \$6.00

Guinea Gold. Light attractive orange-colored flowers, about 2 inches, and very freely produced throughout the summer. No retail grower should be without a row of this and Yellow Supreme. 3 ft.

Tr. Pkt. 20c $\frac{1}{2}$ oz. 90c Oz. \$1.75 4 oz. \$6.00

Burpee Gold Improved. Odorless foliage. Here is truly a Marigold with a host of things to commend it—even, rich, deep orange color, large flowers, $3\frac{1}{2}$ inches across, beautiful Carnation-like form, attractive habit, uniformity of color and blooming time, full doubleness with no singles, earliness, and above all absolute freedom from the usual Marigold odor.

Tr. Pkt. 20c $\frac{1}{2}$ oz. 90c Oz. \$1.75 4 oz. \$6.00

TALL AFRICAN ALL-DOUBLE

Orange. (Select Strain). Not quite so large as Prince of Orange, the percentage of doubles will run much higher, 80 to 85%, with a few semi-doubles.

Tr. Pkt. 20c $\frac{1}{4}$ oz. 55c Oz. \$1.75 4 oz. \$6.00

Lemon. (Select Strain). Same high grade percentage as in All-Double Orange. The demand for these colors usually calls for about 25% of the All-Double Lemon.

Tr. Pkt. 20c $\frac{1}{4}$ oz. 55c Oz. \$1.75 4 oz. \$6.00

Mixed. Mixture of both above colors. Tr. Pkt. 20c $\frac{1}{4}$ oz. 40c Oz. \$1.50 4 oz. \$5.50

Pansies

A. B. C. "DE LUXE" MIXTURE

This mixture is the result of many years' selection from the world's finest strains. The seed is hand-picked from personally selected plants, which justifies us to call this unquestionably the world's finest strain of fancy Pansies. We highly recommend it for cut flowers as well as spring plant sales. Growers tell us that A. B. C. "De Luxe" Pansy plants easily command a premium over stock produced from other so-called fancy mixtures. This superb strain of Pansies is of largest size, richest and most varied colors, and contains several shades of beautiful reds. You will make no mistake confining your Pansy cultures to this outstanding mixture.

Tr. Pkt.	\$0.75	$\frac{1}{4}$ oz.	\$2.00
$\frac{1}{4}$ oz.	\$3.50	Oz.	\$12.00

A. B. C. "PRIVATE STOCK"

Exhibition Mixture. An outstanding all-purpose mixture that has given utmost satisfaction both for cut flowers and plant sales.

Tr. Pkt. 50c	$\frac{1}{4}$ oz.	\$1.50	$\frac{1}{4}$ oz.	\$2.50	Oz.	\$8.00
$\frac{1}{4}$ lb.		\$30.00		1 lb.		\$90.00

A. B. C. GIANT WINTER-FLOWERING

Mixture. Plants grow $2\frac{1}{2}$ to $3\frac{1}{2}$ feet high, with six to eight strong upright stems bearing numerous good sized blooms on flower stems 10 to 12 inches long.

Seed should be sown under glass. Set the plants 12 inches apart in the bench and support the same as Carnations. May also be grown in 6-inch pots sunk in the bench if desired.

The color range is excellent, and if the blooms are kept cut as they mature the flowering period will continue from December well on into the spring.

Tr. Pkt.	\$1.00	$\frac{1}{4}$ oz.	\$2.50	$\frac{1}{4}$ oz.	\$4.85
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SWISS GIANT

Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	Oz.
Alpenglow.	Rich wine shades.....	\$0.50	\$3.00
Berna.	Dark violet-blue50	3.00

Coronation Gold. Canary yellow with lower petals flushed golden orange.... .75 3.00 5.50 10.00

Lake of Thun (Ullswater, Thuner See.) A solid blue Pansy with dark blue blotches. .50 3.00 5.50 10.00

Rhinegold. Canary-yellow with dark blotches50 3.00 5.50 10.00

White (Mont Blanc.) Compact..... .50 3.00 5.50 10.00

VARIOUS MIXTURES

Engelman's Giant Mixture. (Originator's seed.) Dark and light shades, huge flowers, compact and early flowering..... \$0.75 \$3.50 \$6.50 \$12.00

Engelman's Giant Mixture. Grown from originator's seeds50 3.00 5.50 10.00

Maple Leaf Giants. One of the largest flowering strains of Giant Pansies. .75 2.75 5.00 9.00

Super Maple Leaf Mixture. The "Canadian Giant" selection that improves the regular Maple Leaf50 3.00 5.50 10.00

Super Swiss Giants. A very fine strain noted for its immense size blooms..... .75 2.75 5.00 9.00

Dwarf Swiss Giants. Choice Mixed. Similar to above, but differs in being dwarf in habit of growth..... .75 2.75 5.00 9.00

Geneva Giants. Growers report that this strain has a fine selection of rich colors. Compact in habit of growth..... .75 2.75 5.00 9.00

Oregon Giants (Originator's seed.) Immense ruffled blooms produced on long, strong stems with luxuriant foliage. Wide range of colors. Delicately fragrant..... .75 3.50 6.50 12.00

STEELE'S MIXTURES

Supplied to us direct by Steele.

Tr. Pkt.	$\frac{1}{4}$ Oz.	$\frac{1}{2}$ Oz.	Oz.
Jumbo Mixed.....	\$1.00	\$4.00	\$7.50

Miracle Mixed.65 2.25 4.00 7.00

Super Maple Leaf Mixed.75 2.75 5.25 10.00

"400" Mixed. A super Swiss strain..... .65 2.50 4.75 9.00

PETUNIAS—Please see Pages 9-10

Primula Obconica
WYASTON WONDER

Undoubtedly one of the finest recent developments in Primulas. Individual florets average 2½ inches across. The highly decorative foliage offers beautiful background to the bright rose-crimson flowers of truly immense size.

Tr. Pkt. \$1.25 1/64 oz. \$3.50 1/32 oz. \$6.00

ORCHID-LAVENDER

A superb shade of true orchid-lavender, the flowers are truly supergiants. The individual blossoms will measure two and one-half inches in diameter. By all means include this and the above variety in your plans for 1945.

Tr. Pkt. \$1.25 1/64 oz. \$3.50

OBCONICA

SINGLE

	Tr. Pkt.	1/64	1/32
	oz.	oz.	oz.
Mohnstein's Dark Red	\$1.25	\$2.50	\$4.50
Mueller's Rose . Pure rose; choice.....	1.25	2.50	4.50
Better Days . A valuable new color; deep carmine-red, the darkest of the Obconicas.....	1.25	2.75	...
Coerulea . Clear blue.....	1.25	2.50	4.50
Fasbender . Rich deep red.....	1.25	2.50	4.50
Lachrosa . Salmon-rose.....	1.25	2.50	4.50
Lavender	1.25	2.50	4.50
Snowstorm . Pure white.....	1.25	2.50	4.50
M & M Mixed	1.25	2.50	4.50
Mixture, all colors of above	1.00	2.25	4.00

Primula Malacoides

(Originator's Seeds)

ERIKSSON'S OUTSTANDING VARIETIES

*Indicates generally preferred varieties.

***Eriksson's New Red** (1942 Introduction). A very unusual salmon-red—particularly suitable for Valentine combinations. Highly recommended.

***Glory of Riverside Improved**. True rose-pink, a strong grower and without a doubt, the most valuable variety for all purposes. A real pot plant, especially for 6 or 7 inch pot production, here we suggest placing three plants to the pot.

Grown from originator's seeds.

Tr. Pkt. \$1.00 1/64 oz. \$2.75 1/32 oz. \$5.00

***Riverside Red Rose (New)**. A brilliant red rose of very even color. A valuable introduction.

***Eriksson's New Giant**. Color resembles closely Glory of Riverside. Very robust habit, with flower size approximately 1½ inches. It is a late bloomer, thereby assuring the florist-grower a longer Primula season.

Eriksson's White Giant (New). An exceptionally strong grower and well adapted to combinations in place of Hyacinths. Color a real pure white.

Lilac Beauty. The color is a pure soft lilac, absolutely fixed. This is another fine color for making up artistic combinations.

Peach Blossom. Color a real deep peach blossom pink. It has a more compact habit than "Appleblossom," and it is also an excellent keeper.

All of the above, unless specified otherwise, priced at:
500 seeds.... \$1.00 2,000 seeds.... \$3.00 6,000 seeds.... \$8.00

ERIKSSON'S STANDARD VARIETIES

***Eriksson's Pure White (Improved)**. A real improvement in a pure white Malacoides. Flowers profusely on numerous stems.

***New Baby (Improved)**. An outstanding glowing deep pink, individual in color. Large flowered, heavy producer on strong stems.

***Brilliancy**. The flower opens lavender but changes to a brilliant red in one or two days in a sunny greenhouse. A very attractive and unusual combination.

Baby Rose. Good medium pink color, free flowering, compact.

Appleblossom. A true appleblossom pink, very worth while.

Wonder Baby. Beautiful pink, rather tall but good producer.
All of the above priced at: 800 seeds..... \$1.00
2,000 seeds..... \$2.00 6,000 seeds..... \$5.00

Eriksson's Special Mixed. A real choice selection of the above varieties.
800 seeds..... \$1.00
2,000 seeds..... \$2.00 6,000 seeds..... \$5.00

A. B. C. Sweet Peas

EARLY OR WINTER FLOWERING

VARIETIES ESPECIALLY RECOMMENDED

(See May-Dec. Catalog for Complete List)

1 OUNCE OF SWEET PEA SEED WILL SOW 30 FEET OF ROW

Bacchus (New). Extra deep maroon-purple; large flower.

Ball Orange Improved. The only early flowering clear orange; fine color.

Ball Rose Queen. Clear rose, of exceptional merit.

Ball White. Fine large flowered; white; white-seeded.

Ball Rose Improved. Deep bright rose, strong free flowering habit.

Blue Danube. Showy clear deep blue. Very fine.

Boon. Fine deep salmon-rose on cream; quite large flowered.

Bridesmaid. Delightful silvery pink; extra for flower size and stem.

Coquette. Coral pink with amber and salmon shadings on duplexed flowers. Holds color well under winter conditions. Gorgeous new Sweet Pea for corsage or bouquet work.

Daphne. This Sweet Pea is a soft salmon-pink on a cream ground; the flowers are of great size, with beautifully expanded and waved standards. Many of the blooms are duplex and borne on long stout stems.

Fiesta. Brilliant orange-cerise.

Gardenia. Pure, large flowered. White. Fragrant.

Harmony. The best commercial lavender.

Hiawatha. Deep rose.

Hope. Exceptionally good white (black seeded); germinates easily.

Josie. Longest stemmed, clear rose-pink; most productive variety in any color; requires more headroom.

Laddie Improved. Extra long stiff-stemmed rose.

Mrs. Hoover. Best early blue; strong growing and fine for spring.

Princess Blue. Light lavender-blue, probably largest flowered and longest stemmed on our list.

Rhapsody. Deep lavender, rose-pink tints.

Sequoia. Extra large flowered salmon-rose; fine for spring.

Sparks. Large flowered orange-scarlet.

Tahoe (New). Fine dark blue for spring crop; some deeper than Hoover.

Top Hat. Deep bright violet-blue.

Top Sergeant. A healthy deep blood-red crimson color, having very long stems and extremely large bold faced flowers. Flowering trials in the Chicago area this past season under winter conditions showed it to be a deep crimson red, without any purple. Growers report it to be the best crimson among winter Peas.

Oz. 60c 1/4 lb. \$2.00

Topps. Salmon-rose.

Treasure Island. Sparkling golden orange. Large ruffled flower and distinctive color.

Triumph. Long-stemmed attractive lilac-mauve.

Twilight. A medium clear lavender; an improvement over the popular harmony.

Mixture. A choice selection of the above varieties.

PRICES on all above varieties and mixture, unless otherwise specified:
1/2 oz. 30c Oz. 50c 4 oz. \$1.40 Lb. \$5.00

SPRING FLOWERING SWEET PEAS

*A New Race of Sweet Peas
for Greenhouse Culture*

The spring-flowering types give a much heavier crop of longer stemmed flowers than the standard early-flowering type. Seeds should not be sown before October in the greenhouse for flowering during March April and early May.

BLACK SEEDED WHITE

LIGHT BLUE **CLEAR PINK**
BLUE **LAVENDER** **ROSE-PINK** **MIXTURE**

PRICES ON ABOVE VARIETIES AND MIXTURE
1/2 oz. 35c Oz. 65c 4 oz. \$2.00 Lb. \$6.50



A. B. C.
IMPROVED
SNOWSTORM

RUFFLED GRANDIFLORA

A. B. C. Dwarf Elk's Pride

The DeLuxe of Purple Petunias. The most outstanding of all purple Petunias for pots, boxes, bedding, etc., "A. B. C. Dwarf Elk's Pride" is of upright growth and unusually free flowering. The color is a brilliant royal purple, with flowers of good size. This valuable strain is hand-pollinated and comes quite true from seed. Seed grown exclusively for A. B. C. customers. We have supplied "Elk's Pride" to the trade for the past several years, and our growers invariably repeat their purchases of this excellent variety from year to year.

Tr. Pkt. 50c 1/64 oz. \$1.25
1/32 oz. \$2.25

PETUNIAS OF

Petunias for Profit

★ A study of our sales over a period of years reveals a consistently heavy demand for the varieties listed on these two pages. Also included are a few of the new "headliners."

DWARF CALIFORNIA GIANT

A. B. C. "Private Stock"

You will find this blend of California Giants highly desirable as a pot plant to be grown in 3-inch or 4-inch pots for Easter and early Spring sales. Selected with great care, this strain is noted for its uniformly dwarf habit of growth and a high percentage of large, attractive flowers. In the A. B. C. Private Stock you will get a wide range of colors, including the lighter pinks and roses as well as the popular dark shades and bi-colors. Grown exclusively for our customers. The A. B. C. Private Stock strain is also offered in light and dark shades at the same price. Please specify if wanted. 1/2 Tr. Pkt. 75c
Tr. Pkt. \$1.25 1/64 oz. \$2.50
1/32 oz. \$4.50 1/16 oz. \$8.00

RUFFLED GRANDIFLORA

A. B. C. Improved Snowstorm

An A. B. C. Introduction—Unquestionably the Best White Petunia. 12 inches high, Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free-blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias. Tr. Pkt. (1000 seeds).... 75c 1/64 oz. \$1.95 1/32 oz. \$3.25

All-Double America

Silver Medal All Americas 1943. Medium-sized, carnation-flowered, rose-pink. Prolific blooming nana compacta. Flowers are produced all season long, making it fine for bedding as well as for cut flower purposes. 200 seeds.... 75c 500 seeds.... \$1.75 1000 seeds.... \$3.00 1/64 oz.... \$10.00

*All-Double Victorious Mixture
(Originator's Seed)*

Fringed All-Double Dwarf Mixture. A choice selection of the finest types in this original A. B. C. All Double class. Supply limited. Prices on above mixture—

1/2 Tr. Pkt. (500 seeds).... \$1.50 Tr. Pkt. (1000 seeds).... \$2.50

Inasmuch as our repeated tests of All-Double Petunia have indicated a reasonably normal germination of the seed, no replacements will be made on complaints of non-germination.

OUTSTANDING VALUE FOR

A. B. C. Supreme Quality Flower Seeds

NANA COMPACTAS FOR POT PLANTS AND BEDDING

Admiral Improved

Considered the choicest of all the dwarf blue bedding Petunias. Flowers ruffled at the edges and can be classed as medium size grandiflora. Exceptional for bedding or pots. You won't go wrong making a heavy planting of our improved strain.

Tr. Pkt. 75c 1/32 oz. \$2.25
1/16 oz. \$3.75 1/4 oz. \$12.00

Celestial Rose

One of the most popular deep rose varieties for bedding. Tr. Pkt. 35c
1/8 oz. 75c 1/4 oz. \$1.25 Oz. \$4.00

Celestial Rose Improved

A particularly choice selection of this valuable variety and much superior to the regular strains on the market. Highly recommended.

Tr. Pkt. 50c 1/8 oz. \$1.50
1/4 oz. \$2.75 Oz. \$9.00

First Lady

Undoubtedly one of the best dwarf hybrid Petunias for spring pot plant work. A beautiful, soft light pink in color, especially attractive under greenhouse conditions. Flowers a good size and produced in profusion.

Tr. Pkt. 35c 1/16 oz. \$1.40
1/8 oz. \$4.00 Oz. \$13.50

RUFFLED GRANDIFLORA

Flaming Velvet

The giant ruffled flowers of this variety make an eye-catching display in their vivid blood-red color. Uniformly compact in growth Flaming Velvet is undoubtedly one of the best.

Tr. Pkt. 50c
1/64 oz. \$1.25 1/32 oz. \$2.25

Mixtures

RUFFLED GRANDIFLORA DWARF MIXED

Is a remarkable blend of striking colors ranging from white to pink through rose to red to include many gay color combinations of pink and white with gold throats and red and white with dark throats. Tr. Pkt. 75c
1/32 oz. \$2.00 1/16 oz. \$3.50

DWARF ERFURT MIXTURE

Our own mixture of all the better varieties in this class. Tr. Pkt. 50c
1/64 oz. \$1.50 1/32 oz. \$2.50

Glow

Striking carmine-rose and of a much stronger color than Celestial and unquestionably one of the "highlights" in dwarf rose-colored Petunias for bedding purposes.

Tr. Pkt. 35c 1/16 oz. \$1.40
1/8 oz. \$2.20 1/4 oz. \$4.00 Oz. \$13.50

Heavenly Blue

Medium to light silvery blue. Another of the standard varieties that has not yet been replaced. Tr. Pkt. 50c
1/8 oz. 95c 1/4 oz. \$1.65 Oz. \$4.95

Igloo

Prolific blooming habit. The plants are most uniform and compact, 12-15 inches tall. One and a half inch small creamy white, single flowers with yellowish throats in sheets of bloom. True and excellent for bed or border, early to late. All-American Winner 1943.

Tr. Pkt. 75c 1/8 oz. \$1.25 1/4 oz. \$2.00

King Henry

Rich velvety red; uniformly extra dwarf and large flowered. Well known to most florists, it has become the standard of excellence in its color, especially if to be grown under glass.

Tr. Pkt. 50c 1/32 oz. \$1.40
1/16 oz. \$2.50 1/8 oz. \$4.25

CALIFORNIA GIANT

Glamour

A lovely selection out of Bodger's Supreme Florists Strain. It has a large salmon-rose flower with brown veining on white in the throat; a free and continuous bloomer. This is an excellent color under artificial light and outdoors. There is a little variation in color shades and though mostly with wavy, fringed petals, some come plain edged and smaller in size than the 4 to 5 inches. Height is usually 15 to 18 inches.

Tr. Pkt. 50c 1/64 oz. \$2.00

CALIFORNIA GIANT

Theodosia Re-Selected

Hand-pollinated seed and produced under glass. Beautiful rose-pink with gold throat. One of the choicest Petunias available, either for pot plants or bedding. Tr. Pkt. 50c
1/64 oz. \$1.40 1/32 oz. \$2.50

Rosy Morn Improved

Deep, strong rose; white center. Another of the standard varieties for which we consistently find a steady demand. Tr. Pkt. 40c
1/8 oz. \$1.00 Oz. \$3.50

Snow White

(New.) Its compact floriferous habit admirably suits border and pot plant requirements. We confidently recommend "Snow White" for all who demand a good white dwarf Petunia.

Tr. Pkt. 35c 1/8 oz. 80c
1/4 oz. \$1.40 Oz. \$4.50

Jahaz Queen

This brilliant scarlet rose Petunia is the brightest color in the bedding class. Semi-dwarf and extra strong grower, it will flourish under our most trying mid-summers.

Tr. Pkt. 35c 1/8 oz. 75c
1/4 oz. \$1.40 Oz. \$4.50

NANA COMPACTA

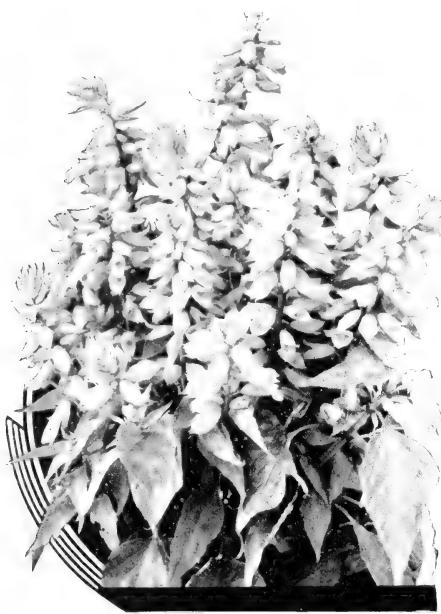
Formula Mixture

Special formula mixture from above and other named varieties. Tr. Pkt. 25c
1/8 oz. \$1.00 Oz. \$3.50

A. B. C. Dwarf "Elk's Pride"

THE COMMERCIAL GROWER





SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine plump seed which is saved from the specimen plants and such as show a high germination.

	Tr. Pkt.	1/4 oz.	Oz.
America (Globe of Fire). Early.....	.50	\$1.40	\$5.00
Bonfire (Clara Bedman).50	1.35	4.50
Fireball Dwarf50	1.35	4.50
Firebrand. Extra early. Very dwarf; scarlet.....	.50	1.35	4.50
Harbinger. A new early flowering dwarf that we consider among the most desirable of all scarlet Salvias.....	.50	1.50	5.00
Splendens. Tall growing.....	.50	1.00	3.50
Zurich. Dwarf, early.....	.50	1.35	4.50
Farinacea. "Blue Bedder." Perennial, but best grown as an annual. Rich deep blue; makes a fine line. Hardy with protection.....	.35	.75	2.50

VIOLA

	Tr. Pkt.	1/4 oz.	Oz.
CORNUTA			
Apricot. Beautiful rich apricot shades tinged towards center.....	.50	\$1.50	\$5.00
Arkwright Ruby. Bright ruby crimson, with central markings; velvety; fragrant.....	.35	2.25	8.00
Avalanche. Large pure white.....	.35	1.25	4.00
Bizarre. A most extraordinary coloring—the two upper petals are pure violet-purple and the lower three clear apricot..... (1/8 oz. \$1.10)	.50	2.00	...
Blue Butterfly. Mid-blue shading to white. Resembles Pansy Beaconfield.....	.35	1.25	4.00
Blue Elf (1/8 oz. \$1.80)	.50	...	
Blue Perfection. Light blue. Large flowered. 8 in. Chantillyland. A perfect Viola producing masses of purest apricot flowers.....	.35	1.25	4.00
Jersey Gem. Compact habit deep violet-blue 8 in..... (1/8 oz. \$2.00)	.50	3.50	...
Lutea Splendens. Chrome yellow. 8 in.....	.35	1.00	3.50
Poppio. Blue and white. 6 in.....	.35	1.00	3.50
Puck. Purple and yellow combination.....	.50	2.00	...
White Perfection. White. Large flowered. 8 in.....	.35	1.00	3.50
Special Mixture. Bright shades of self colors of red, yellow, blue and apricot and many other desirable types.....	.35	1.00	3.50

A. B. C. Stocks

COLUMN STOCKS

Please see outside back cover

BRANCHING TYPE

GIANTS OF CALIFORNIA

Giants of California are very early flowering with a high percentage of double mammoth flowers, and they have the branching habit of the Bismarck. If planted close, they will attain the height of 2 1/2 to 3 feet. We feel this strain justifies our highest recommendation.

	Tr. Pkt.	1/4 oz.	Oz.
Golden Gate. Clear golden yellow.....		\$0.35	\$1.30
Monterey. Bright pink.....		.35	1.30
Moaike. Rich velvety purple.....		.35	1.30
Pacific. Light blue.....		.35	1.30
Redwoods. Blood red.....		.35	1.30
Santa Barbara. Chamois.....		.35	1.30
Santa Maria. Pure white.....		.35	1.30
Sequoia. Rich sparkling carmine.....		.35	1.30
Tahoe. Lavender.....		.35	1.30
Yosemite. Rose.....		.35	1.30
Splendid Mixture25	1.10

WHITE WONDER

You will be impressed by the large pure white flowers on heads of considerable size. A Bismarck in habit of growth it is tall growing. Pinch when one-half foot high for best success.

Tr. Pkt..... 50c 1/4 oz..... \$1.50 Oz..... \$5.00

IMPROVED BISMARCKS

Stars (*) indicate preferred varieties.

Antique Copper. Fine copper red.	Golden Ball. Ivory yellow.
Apple Blossom. An extra delicate pink; nearly white.	Golden Rose. As named.
Blood Red. Ruby color.	Lavender. Clear lilac lavender; fine.
Buttercup. Deep cream, strong growing.	Lilac. Bright deep lilac-blue.
Chamois. Fine clear chamois.	Rose. Fine bright rose.
Elk's Pride. Rich purple.	Shasta. New giant white.
Flesh. Delicate shade of Mal-maison pink.	White. Good clear white.

Prices—each: Tr. Pkt..... 35c 1/4 oz..... \$1.10 Oz..... \$3.40

Mixture. Mixture of above colors: Tr. Pkt..... 25c 1/4 oz..... 65c Oz..... \$2.50

TEN WEEKS

Dwarf, compact, and early; used for bedding and pot plants.

Blood Red.	Carmine Pink.	Purple.
Canary Yellow.	Deep Rose.	White.

Prices—each: Tr. Pkt..... 25c 1/4 oz..... 55c Oz..... \$2.00
Mixture: Tr. Pkt..... 25c 1/4 oz..... 50c Oz..... \$1.75

SWEET PEAS—See Page 8.

TORENIA

Fournieri Compacta. Excellent for spring pot plant sales. Medium blue with dark blotches on lip. Dwarf growing. Very rich.

Tr. Pkt..... 50c 1/8 oz..... \$1.50

VINCA (Periwinkle)

Requires a warm house and an early start. 12 inch.

	Tr. Pkt.	1/4 oz.	Oz.
Alba Oculata. White with rose eye.....		\$0.30	\$0.60
Alba Pura. Pure white.....		.30	.60
Crimson.30	.60
Delicata. Soft pink.....		.30	.60
Rosea.30	.60
Twinkles. The bright red eyes of this large-flowered variety contrast pleasantly with the soft blush pink of the petals.....		.30	.60
Mixture. Each.....		.25	.55

VIOLAS—See left hand column.

AMERICAN FLORIST SUPPLY COMPANY

Associated with

AMERICAN BULB COMPANY

Dear Customer:

It should be understood that the items listed on this and succeeding pages are merely representative of the complete line of florist supplies we normally carry in stock.

We have listed only merchandise that is on hand at the time of publication. We have been careful to omit those articles on which delivery is somewhat doubtful.

Upon request, we shall be glad to furnish quotations on any florist and greenhouse supplies not included herein.

We extend sincere thanks to our steady customers for the cooperation they have shown us during the past year, when deliveries have occasionally been delayed due to unavoidable difficulties.

Our position in this regard has now improved materially, and we assure you that every order, large or small, will be handled promptly and with the greatest of care.

Very truly yours,
AMERICAN FLORIST SUPPLY CO.



FERTILIZERS FOR THE FLORIST

"ALL PURPOSE ORNAMENTAL"

FERTILIZER—Armour's 6-12-4

The use of this fertilizer is unrestricted. "A.P.O. Fertilz" is a combination of plant foods containing organic nitrogen and scientifically blended and prepared especially for:

LAWNS — TREES — SHRUBS, ETC.

It supplies in concentrated form the necessary plant food for ideal growth.
(Retail \$4.00)—Per 100 lbs..... \$ 2.75
500 lbs..... 13.75
Ton 55.00
F. O. B. Chicago Heights

FERTILIZERS

Corresponding to our note above, we are also able to supply fertilizers other than listed below. Quotations furnished upon request.

STEAMED BONE MEAL

2% nitrogen, 24% total phosphoric acid. Used under glass or outside for nearly all plants. Size bags—100 lbs.

100 lbs.....	\$ 3.95
500 lbs.....	17.50

HORN SHAVINGS—Synthetic

25 lbs..... \$1.90
50 lbs..... 3.60
100 lbs..... 6.75
Used in the same proportions as the old style shavings.

"SPECIAL GROWERS MIXTURE"

A concentrated PLANT FOOD, manufactured especially for general feeding of plants under glass and outside. This product promotes larger and stronger growth, better color and high production.

ANALYSIS 4-10-6

100-lb. bags.....	\$ 2.75
500 lbs.....	12.50
1000 lbs.....	23.00
Ton 45.00	

F. O. B. Chicago Heights

HYPONEX—Plant Food

HYPONEX is a scientifically compounded mixture of chemicals in dry form which, when dissolved in water, yields a nutrient solution which is capable of supplying all the essential elements in a properly balanced form necessary for vigorous plant growth.

3-oz. cans—Each.....	\$ 0.25
Makes 18 gallons	
Per dozen.....	2.20
1-lb. cans—Each.....	1.00
Makes 100 gallons	
Per dozen.....	8.00
10 lbs..... \$ 8.00	25 lbs..... 15.00
50 lbs..... 25.00	100 lbs..... 40.00

Bulk sizes not carried in stock.
Shipped from the factory in New York.



VIGORO 4-12-4

100 lbs.—\$2.70
300 lbs. or more
Freight Prepaid
within 500 miles
of Chicago or
New York City.

Moss—Sphagnum

Carefully selected. Finest quality. Free from sticks and other refuse. Gathered from the finest swamps.

Full size bales. Approximately 48" x 16" x 14". Weight per bale, approximately 20 lbs.

F.O.B. CHICAGO WOODS
No. R-49 No. R-48

Per bale—Each..... \$2.45 \$2.25

HOSE—Greenhouse Rose Grower's Special

"LION"—A very tough strong, heavy yet pliable hose for high pressure syringing, etc. Very economical in the long run. Wears like iron.

3-Ply—Heavy Duty, High Pressure.
50-ft. lengths—coupled—only.

3/4"—Per 50-ft. length..... \$14.50

HOSE—Greenhouse and Garden

"VIM"—A very good piece of hose which can safely be used in Greenhouses as well as Gardens.

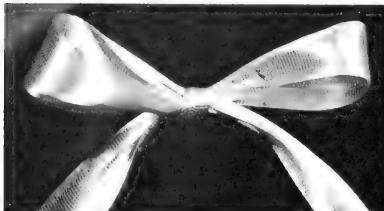
2-Ply—Any length.
3/4"—Uncoupled, per ft..... 19¢

PARADISE NOZZLE

Syringe, 10"—Each..... \$2.50

PICTURE OF RIBBONS AND POT TIES

CORSAGE RIBBONS



Pattern "Debutante"

A beautiful No. 3 width, lustrous SATIN Ribbon used by many leading florists.
Soft and beautiful, yet firm enough to make a fine graceful bow.
SPECIAL—40-yard Bolts—Each.....\$1.35

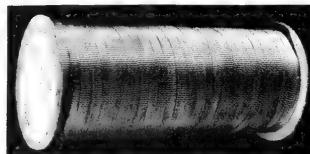
Pattern "Sweetheart"

A new saddle stitch ribbon preferred to satin
50-Yard Bolts—Per Bolt.....\$1.79

Available Colors Above Two Ribbons

Light Pink	Light Blue	Talisman
Medium Pink	Royal Blue	White
Better Times	Yellow	Pale Green
Orchid	Peach	Gardenia Green
Lavender	Picardy	

RIBBONZENES



RAYON

1/4" wide. Put up on 500-yard spools.
RAYON—Per spool.....\$1.05

COLORS:

White	Lavender	Dark Green
Light Pink	Violet	Blue
Medium Pink	Red	Orange
Yellow	Nile Green	

SHOWER RIBBONS

"Suzanne"—Plain—White Only
100-yd. bolts Each.....\$1.45

"Sunshine"—Satin

Very finest quality
20-yd. bolts

Per Bolt
3" width.....\$1.85
5" width.....2.45

"FAIRY" Satin—20 yd. bolts, 3".....\$1.35
"FAIRY" Satin 20 yd. bolts, 5".....1.89

Available Colors Above Satins

Light Pink	Yellow	Fuchsia
Medium Pink	Picardy	Orchid
Christmas Red	White	Violet
Better Times	Light Blue	Pale Green

In ordering either of the above strains, please indicate that we may substitute if the quality required is out of stock.

FLORA-FOILS

Pot Coverings on Rolls

Made of papers especially prepared and finished to make beautiful pot covers, in the absence of Metal Foils.

NEW "VELVETY"—20 inches wide. Solid colors. Satin finish, new and beautiful.
50-ft. Rolls—Each.....89c

Colors: Red, Medium Green, Dark Blue, Gold, Sky Blue, Orchid, Fuchsia, Silver, Pink, and Violet.

"LEAFY"—26 inches wide.

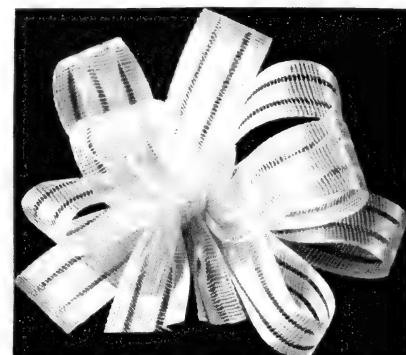
Colored on one side, silver on the other. A new, embossed pattern, having the appearance of falling leaves.

50-ft. Rolls—Each.....\$1.95

Colors: Red, Nile, Orchid, Gold, Pink and Green.

☞ "LEAFY" has metallic appearance.

POT TIES



Pattern "Irene"

A Beautiful New Pattern Pot Tie. Colors listed below. 50-yard bolts.

SPECIAL—Per Bolt.....65c

COLORS:

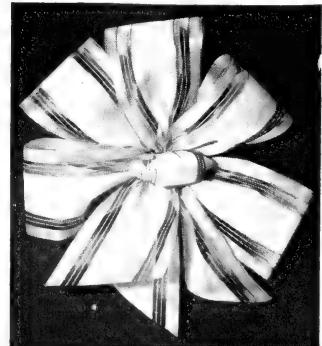
White	Talisman	Premier
Blue	Red	Better Times
Yellow	Pink	Green
Lavender	Orchid	

Pattern "Merline"

100-yard bolts—Per bolt.....\$1.75

Colors as above

METALLINE "Marie"



CORSAGE PIN SPECIALS

"Aura"—Special



Beautiful round-head pins. White head only.
Packed one gross to the box.

Box of one gross.....\$1.50

"Noana"

Round-head Pins, available in green, Crystal and white. (1 color to a box).

Box of one gross.....\$1.45

Box of one gross—Assorted colors.....1.60

CANDLES

Hand Dipped

Guaranteed not to drip or wilt. Dozen to a Box.

10 inch—Doz.\$0.47

12 inch—Doz.\$0.63

15 inch—Doz.\$0.78

18 inch—Doz.\$0.86

Available in these colors: White, Old Ivory, Pink, Foliage Green, Apple Green, Blue, Dark Blue, Peach, Yellow Sunshine, Red, Xmas Green and Orange.



Just off the looms, new and very modern. This metalline is an aristocrat, has a very pleasing attractiveness. It will blend in with beautiful, fine quality flowers and enhance the object it adorns.

40-yard bolts—Per bolt.....\$2.20

"LOIS" Metalline—40 yd. bolts.....\$1.79

"VALERIE" Metalline—40 yd. bolts.....\$1.35

Available Colors Above Three Ribbons

White	Orchid	Nile Green
Light Pink	Violet	Picardy
Dark Pink	Better Times	Talisman
Autumn	Blue	Red
Lavender	Yellow	Ophelia

In ordering any of the above patterns, please specify an alternate choice both as to pattern and color, as our stock of ribbons is temporarily limited.

DRIED FLOWERS AND LEAVES

LYCOPodium

"Christmas Red"

Soft, beautiful quality—Bright Red.

1 lb.....	\$ 1.25	5 lbs.....	\$ 5.50
10 lbs.....	9.95	25 lbs.....	24.50

Green Dyed

Beautiful color—All tips soft and pliable.

10-lb. carton.....	\$3.25
25-lb. carton.....	7.25

OAK BRANCHES—Prepared

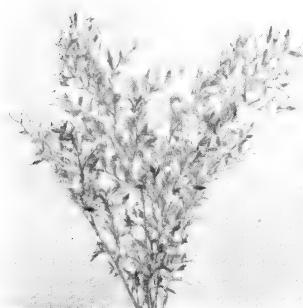


Brown, red, green.

Per lb., Short	33c
Per lb., Long	25c

Quantity Prices on Request

CRINKLEBUSH—Silver



A fine lacy item used for a filler in making artificial wreaths. Very popular for silver decorations.

SILVER—Per lb.	\$1.50
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PEPPER GRASS

Colors: White-pink, solid pink, White-yellow, White-blue, Silver, and Red.

Per lb.....	\$ 1.10
10 lbs. for.....	10.00

DIAMOND FLOWERS

Tiny miniature strawflowers, 500 or more to the bunch. Flowers approximately $\frac{1}{4}$ inch diameter.

Colors: White, Green, Orange, Violet, Light Pink, Dark Pink, Dark Blue. Each bunch contains one color only.

SPECIAL—Per bunch.....	\$0.22
16 bunches for.....	2.00



Prices on Wax Carnations and other artificial flowers quoted upon request.

CARNATIONS—Paper



Exceptionally fine quality.

White, Pink or Red.	
Gross	\$7.20

STATICE

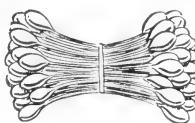


Natural, White, Beautiful

Fancy—Dried—Very Fine—First Grade.

SPECIAL—Per lb.	\$ 1.10
10 lbs. for.....	9.25

HOLLY BERRIES



On Wire Stems
Per gross.....35c

CHERRIES—Red

Per gross

\$1.75

CORSAGES

No. 2 Christmas Bell Corsage

This Corsage is about 3 x 4 inches in size, made of a 3-part green lacquered Holly Leaf, red Holly Berries one small natural Pine Cone, two special shaped Bells, green Lycopodium, Stem covered with rubber tape and a red Ribbon Bow, making it a most attractive looking Corsage. Packed 3 dozen to carton.

Per Doz.

\$2.25

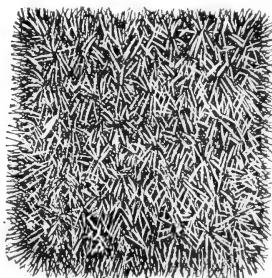
No. 5 Christmas Bell Corsage

This Corsage is about 2 $\frac{1}{2}$ x 3 $\frac{1}{2}$ inches in size, made of a 3-part green lacquered Holly Leaf, red Holly Berries, one special shaped Bell, stem covered with rubber tape and a red Ribbon Bow, making it also very attractive looking, only a little smaller in size than the No. 2. Packed 3 dozen to carton.

Per Doz.

\$1.50

GRASS RUG OR MATS—Raffia



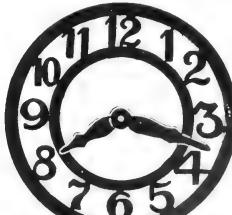
Green. Finest quality. 36 inches wide, 72 inches long.

Each

\$3.75

56 row sewing

CLOCK DIALS



Purple background. White letters and hands.
7-inch diameter.....30c
9 $\frac{1}{2}$ inch diameter.....50c

SUPPLIES FOR THE DESIGNER

PARAFILM



Regular PARAFILM temporarily restricted, as items used in its manufacture are critically scarce.

FLORATAPE is the substitute offered by the same manufacturers of Parafilm.

Put up on $\frac{1}{4}$ inch width rolls. 2 rolls are wrapped into a TWIN PACKAGE.

FLORATAPE—White or green—only

Per Twin Pkg. \$0.35
Per Box of 6 Twin Pkgs. 1.95

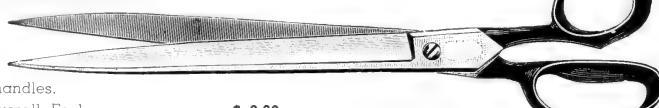
FLORAPHANE—another substitute, made in colors, pastel shades.

Colors: White, pink, yellow, orchid, lavender, red, fuchsia.

Put up on Rolls $1\frac{1}{2}$ inches wide.

Per Roll. \$0.55
Per Box of 6 Rolls—wt. 2 lbs. 3.00

RIBBON SHEARS



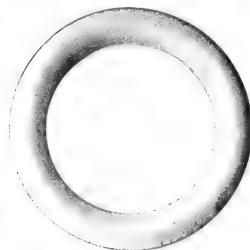
Jappanned handles.
9 inches overall. Each. \$ 2.00
3 for. 5.25
6 for. 10.00
Per dozen. 18.00

UTILITY SHEAR

For wire cutting

7" Serrated—Each. 95c

WREATH FORMS



Cardboard

F: Frieze, Lycopodium, etc., wreath-making

Size. Per Doz. Per 100.

1" \$0.36 2.50
2"42 3.00

3"48 3.50
4"72 5.00

5"84 6.00
6" 1.20 9.00

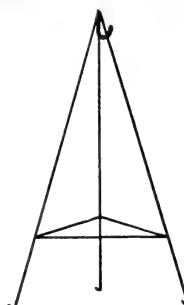
7" Each Per Doz.

10" \$0.20 \$2.16
15"27 3.00

WREATH ROLLS

Dozen—Per box 1/12 rolls. \$1.95
Box—Per box of 12 rolls. 2.25

GREEN WIRE EASELS



21"	13c
24"	16c
27"	18c
30"	20c
36"	23c

Sold in bundles of ten.



WOODEN EASELS

White—Fancy—Made of clear hard wood, no knots. Enamelled. Well constructed.

36"—Each	\$0.38
42"—Each42
48"—Each50
54"—Each55

Nominal charge for packing.

CELLULOSE TAPE

On rolls $\frac{1}{2}$ " x 2592"

Per roll.	\$ 1.00
Per Doz. rolls.	10.00

GLASSINE CORSAGE BAGS

Moisture-proof and economical to use. Packed 100 to the package.

Size 15"x6"x4"—Per 100.	\$ 1.50
Per 500.	6.50
Per 1000.	12.50

SAFETY CORSAGE BUCKLES

White Only

Packed 50 to a box

Per box. 85c



CELOPHANE

Clear only—two widths—20 or 40 inches—waterproof.

Length	Width	Width
50 ft. rolls.	20"—\$0.90	40"—\$1.75
100 ft. rolls.	20"—1.75	40"—2.50

WHITE TISSUE

Very finest grade white glazed. 11-lb basis tissue.

480 count reams. Per ream—Each. \$1.55

WAX TISSUES

Finest quality. 10 lb. basis. Waxed Tissues. Special soft fold pack. 24"x36" reams. 480 count.

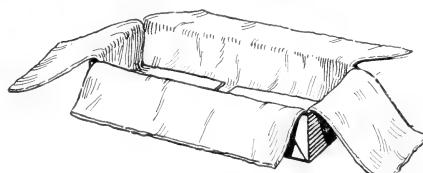
Green Sheets 25"x36"

1 to 10 reams—Each.	\$1.90
11 or more reams—Each.	1.85

White Sheets

1 to 10 reams—Each.	\$1.85
11 or more reams—Each.	1.80

COTTON SHEETING for Gardenia Boxes



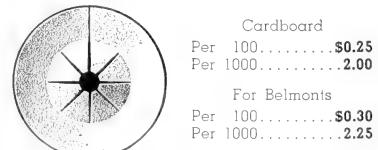
Cut to fit boxes 21" x 7" x 3 $\frac{1}{2}$ "—The standard size Gardenia box. One set to a box.

Per Bale of 500 Sets. \$16.70

■ Sold only in full Bales of 500 Sets.

A set consists of 1 sheet 21 $\frac{1}{2}$ "x21 $\frac{1}{2}$ " to fit inside the body of the box and over the sides. Also 2 sheets, each 21 $\frac{1}{2}$ " long and 7 $\frac{1}{4}$ " wide to fit in the ends. Makes a neat fit. No waste, very economical.

GARDENIA COLLARS



Cardboard	\$0.25
Per 100.	2.00
Per 1000.	

For Belmonts	
Per 100.	\$0.30
Per 1000.	2.25

CORSAGE THREAD

Green. Very fine, yet very strong. Made especially for corsage use.

SPECIAL (12 spools to the box). \$1.35

SHOULDER SHIELDS

Ideal, made of rubberized satin, in green. Per doz. 90c

WIRE, CARDS AND PAPER

STONE WIRE



Wire, soft annealed, treated to resist rust. On coils averaging 15 lbs. each. Sold by permission of the W.P.B.

No. 24 Gauge—Per lb., only..... 19c
Write for quantity prices

FLOWER COLORING

"Bloomin'"—Powder

Powdered dye for coloring flowers.
Colors: Emerald Green, Pink, Red, Violet, Lavender, Rose-Pink, Orange, Light Yellow, Dark Yellow, and Blue.

Small bottle—Each..... \$.20
12 small bottles, assorted colors..... 2.00
Large size—Each..... .75
6 large bottles, assorted colors..... 4.00

"Bloomin'"—Liquid

Tablets to be dissolved in water for Dyeing Flowers by absorption, up through the stems. Similar to dyeing green Carnations for St. Patrick's Day.

Package of 22 tablets..... .45c
Colors: Blue, Red, Pink, Orange, Yellow, Violet, Lavender, St. Patrick's Day Green.

One package sufficient to dye up to fifty flowers similar to Carnations, Roses, etc. For best results, dissolve Tablet in lukewarm water and stir vigorously.

CUT FLOWER PRESERVATIVES

BLOOMLIFE packaged in attractive display cartons. Cut flowers will last 2 to 5 days longer if you send a package with each order.

10c size enough to make 2 qts. 1.25
25 Pkgs..... \$1.25
100 Pkgs..... 5.00



"BULK" Sizes—Commercial

50-qt. size—Each.....	\$ 1.00
200-qt. size—Each.....	3.25
500-qt. size—Each.....	7.50
1000-qt. size—Each.....	13.50
2000-qt. size—Each.....	25.00



"CONSUMER" 10c Size

25 2-qt. packets..... \$ 1.25
100 2-qt. packets..... 5.00

BULK FLORALIFE

30-qt. size (\$1 retail seller).....	\$.60
100-qt. size (\$3 retail seller).....	1.75
250-qt. drum (10 lbs. net).....	4.00
500-qt. drum (20 lbs. net).....	7.50
1000-qt. drum (40 lbs. net).....	13.50
2000-qt. drum (80 lbs. net).....	25.00

FLORIST CARDS

Standard Cards of Pleasing Design

Consist of: Sympathy Cards, Holiday Cards, Birthdays, Sympathy, Speedy Recovery, Congratulations, Greetings, Mother and Baby—in fact, a card for every need.

PRICES

100	\$.40
500	1.80
1000	3.30

PACKED: In packets of 25 of one style in a glassine envelope. This assures cleanliness and economy.

Special assortments for your convenience:

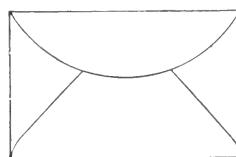
- No. 1—500 Christmas Cards—12 different designs.
- No. 2—500 Mother's Day Cards—12 different designs.
- No. 3—500 Easter Cards—10 different designs.
- No. 4—500 Sympathy Cards—Assorted.
- No. 5—500 Everyday Cards—20 different designs.

PLAIN CARDS

Finest Quality of Cardboard. Your Pen Will Not Scratch. The Ink Will Not Smudge.

Per box of 500—Wt. 2 lbs..... \$0.50
Case of 10 boxes..... 4.25

ENVELOPES



Size of Envelopes 2 1/2" x 4 1/4". The Flap is on Top—Prevents Cards from Falling Out.

WHITE ENVELOPES

No. R-26—PLAIN—Per box of 1000.....	\$ 1.70
No. R-26C—Case of 10 boxes.....	16.00

LARGE SYMPATHY CARDS

PRICE:

50c Per Box

Packed 25 Cards and 25 Envelopes in a Neat Box.

Size of Cards: 3" x 5"

No. A-33—"With Deepest Sympathy."

STAPLES—For Ace Clipper

Packed: 5,000 per box—210 per strip.
Per box..... 95c 5 boxes..... \$4.50

PAPERS

WRAPPING—TISSUES—Etc.



Our Own New Pattern Wrapping Paper

"MOTHER OF PEARL"

Orchid or Jade Green—to match our Flower Boxes.

ORCHID: Width 24", width 30", width 36"
GREEN: Width 24", width 30", width 36"
Green color—Per lb..... 14c
Orchid Color—Per lb..... 14 1/2c

WEIGHTS

24 in. roll weighs approximately 30 lbs.
30 in. roll weighs approximately 35 lbs.
36 in. roll weighs approximately 40 lbs.

Brown Kraft Plain

Finest grade of Northern Kraft.
Width 24" Width 30" Width 36"
Per lb..... 10c

PAPER CUTTERS

Width—24" Width—30" Width—36"
Per cutter, complete..... \$2.75

PEARL CHIPS

White	\$1.65
50-lb. bag.....	\$1.65
Colored	

50-lb. bag..... \$1.95
Quantity prices quoted upon request.

CABLE CORD TWINE

White
A hard twine similar to Sea Island but thinner, harder, and stronger . . . therefore, greater yardage.
Per 2 1/2-lb. cone..... \$2.00



Green Cable Cord

Per 1 1/2 lb. cone..... \$1.40

COSMATA Friction Cream Soap

Made especially for florists and gardeners.
Per dozen..... \$4.72

SPADE—TREE DIGGER

A professional, heavy duty spade. Steel overlaid front and back straps, full length of handle. Finest quality. Blade: 12 1/2" long, top 7" wide, bottom 5 1/4" wide, 10 gauge alloy steel.
12" Straps—Wt. 9 lbs.—Each..... \$3.00

MISCELLANEOUS GROWERS SUPPLIES

RAFFIA

Natural on skeins averaging 3 lbs.
Per lb. 75c

POT, GARDEN AND TREE LABELS

Pot Labels—5/8 inch wide



Size	Pounds per Ctn.	Prices, per 1000	
		PLAIN	PAINTED
4"	3 1/2	\$2.05	\$2.30
5"	4 3/4	2.15	2.55
6"	5 1/2	2.35	2.90
8"	4	3.20	4.25
10"	5	4.35	5.35

4", 5", 6", 1000 per carton; 8", 10", 500 per carton. We do not break the cartons.

GARDEN LABELS

8", 10"—5/8" wide; 12"—1 1/8" wide.

Size	Pounds per Ctn.	Prices, per 1000	
		PLAIN	PAINTED
8"	2 3/4	\$5.35	\$6.45
10"	4	6.45	7.55

250 per carton. We do not break the cartons.

TREE LABELS—Wired



Packed 1,000 to carton. Weight, 4 lbs., 3 1/2" x 5/8".

We do not break the cartons.

Plain only—Per 1000 \$2.30

Painted Tree labels have been discontinued for the duration.

PALM TUBS—Cedar

Manufacture of these tubs discontinued for the duration.

We have a limited quantity of the size listed below.

Price below F.O.B. Chicago.

Top Diam. Inside, 14"; Inside Depth, 13". Weight Each, 7 lbs. Price \$1.85

KNIVES—For Budding



Straight, single budding blade. Wooden handles. Closing type.

Price—Each \$0.75
Dozen 7.20

WISS—Heavy Duty Special Shears



Specially constructed with a very high ratio leverage—it will cut through tough stems, hard branches, etc.

Prices—Each \$2.25
3 for \$6.30

CANE STAKES—Domestic GREEN—Pencil Thickness

	Per 1,000	Per 500
1 1/2 ft.	\$ 7.15	\$ 4.20
2 ft.	8.95	4.95
2 1/2 ft.	11.75	6.50
3 ft.	13.15	7.15
3 1/2 ft.	14.30	8.30
4 ft.	16.50	8.95
5 ft.	21.45	11.70
6 ft.	26.25	14.50

SPRAYERS

"CHAMPION"—5-gal. brass	\$22.00
HUDSON CLIMAX—2 1/2-gal.	5.95
BROWN—4-gal. galv.	7.50
HUDSON PERFECTION—4-gal.	7.25

SPRAY HOSE

3/8" 3-braid high pressure per ft.	\$0.27
1/2" 3-braid high pressure, per ft.	.30
3/8" 2-braid high pressure, per ft.	.17
1/2" 2-braid high pressure, per ft.	.18 1/2

HOSE COUPLINGS

High pressure, with 3/8" connections for 3/8" or 1/2" hose. Price includes clamps.
Per set \$1.10

SHUT-OFF COCKS

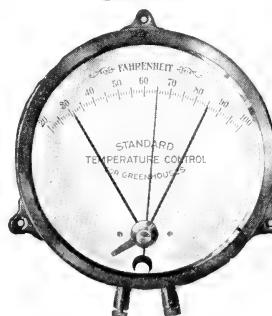
For compressed air sprayer.
Each \$1.65

WEED BURNER, AEROIL

Which produces a flame of 2,000 degrees. A sure way of controlling weeds.
Price \$20.00

THERMOSTATS

"Standard"



Watchdog of the greenhouse. Write for illustrated circular.

No. GH No. 3 \$12.00

Shipping weight, 5 lbs.

No. GH No. 4 \$18.00

Adjustment can be locked.

Shipping weight, 6 lbs.

The above prices do not include the batteries, bell or wire.

FERTILIZERS

Kindly See Page 12 for List

INSECTICIDES

We have listed below certain of the numerous insecticides we carry in stock at all times. Consult our general catalogue for a complete list. We shall be glad to furnish quotations on any type of insecticide upon request.



"BLACK LEAF 40"

Nicotine Sulphate—	for com-
1-oz. bottles	\$.36
5-oz. bottles	1.05
1-lb. bottles	2.25
2-lb. tin	3.25
5-lb. tin	6.00
10-lb. tin	11.00
50-lb. drum	47.00

"NO-PY-RO" SPRAY

A new and very effective synthetic insecticide for control of Red Spider, Thrips, Mealy Bug, White Fly and Aphids. Contains sufficient wetting agents to give excellent coverage.

Quarts—Each	\$ 3.00
Gallons—Each	10.00
5 Gallons—Each	45.00

"RED ARROW" SPRAY

A very effective spray for both chewing and sucking insects. Contains proper proportion of Soap Spreader and Activator.

1-oz. bottles	\$ 0.35
4-oz. bottles	1.00
Pint bottles	2.85
Quart bottles	3.50
Gallon bottles	11.35



"L-333" SPRAY Rotenone

1 Gal.	\$10.75
5 Gals.	48.75

SULPHUR

Dusting, 325 mesh, per 50 lbs. \$2.95

TARTAR EMETIC

Per lb. \$0.80

TOBACCO DUST

1% Nicotine content, per 100 lbs. \$3.50

SPECIAL!

NAUGATUK SULPHUR

Formerly called "FUNGISUL"

Recommended for mildew on roses. 2 lbs. to 100 gallons of water. For rust control, 5 lbs. to 100 gallons of water.

1-lb. packages—Each	\$ 0.75
10-lb. packages—Each	5.00
50-lb. packages—Each	15.00

AMERICAN BULB COMPANY

31 West 27th Street

NEW YORK 1, N. Y.

ORDER SHEET

ORDER NO.

Date _____ 19 _____

Ship To
NAME _____ c/o _____
(Please prefix Mr., Mrs. or Miss)

Street _____ P. O. Box _____

Post Office _____ R. F. D. No. _____

**Freight or
Express Address** _____

County _____ State _____

Please DO NOT Write
in Space Above

ORDER FILLED BY Veg. Seeds Flo. Seeds Bulbs Plants Sundries Insect. Grass Seed Fertil.

IF OUT OF VARIETY ORDERED KINDLY STATE IF WE HAVE YOUR PERMISSION TO SUBSTITUTE EQUAL OR BETTER IN NEAREST WE CAN.

IF OUT OF VARIETY ORDERED KINDLY STATE IF WE HAVE YOUR PERMISSION TO SUBSTITUTE EQUAL OR BETTER IN NEAREST WE CAN

SUPPLY? ANSWER _____

Amount Forwarded

(OVER)

THIS FLAP IS GUMMED, READY TO SEAL
FOLD, SEAL AND STAMP NO ENVELOPE NECESSARY

REMITTANCES should be made by Post Office Money Order, Express Money Order, Bank Draft or Chicago or New York, or by Personal Check. When mailing currency or coins seal and register the letter. Wrap coins securely in strong paper to prevent slipping and enclose in this blank.

IMPORTANT

Before Sealing Be Sure

Your Name and Address are written plainly on the other side of this blank.

NO STAMP NECESSARY TO MAIL THIS
ORDER—WE PAY THE POSTAGE.

FOLD ON THIS LINE



1

31 West 27th Street
NEW YORK 1

AMERICAN BULB CO.

CHICAGO, ILL. Sec. 310 F. L. & R.
First Cass Reprint 6894.

BUSINESS REPLY ENVELOPE



FOLD ON THIS LINE

36

Grand Total

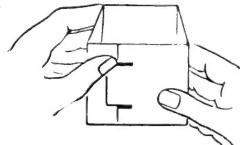
KINDLY DO NOT ASK QUESTIONS ON THIS SHEET, BUT WRITE THEM, AND ALL COMMUNICATIONS REQUIRING AN ANSWER, ON A SEPARATE SHEET, ETC., CLOSE TO ORDER, TO INSURE A PROMPT REPLY.

A.F.S. "Easi-Off" WOOD PLANT BANDS



Removed
without
cutting

Grow All Your Plants, Seeds, and Cuttings This Modern Way

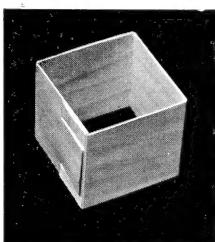


Easily
assembled

This modern method of culture saves time and labor, and assures the highest yield in cut flowers, potted plants, perennials, nursery stock, etc. Saves losses at transplanting time by avoiding a check to root systems. **Buy now for immediate use and for stock on hand.**

"Easi-Off" PLANT BANDS Are Removed Without Cutting. The Dirt Ball and Roots Are Not Disturbed.

SIX SIZES
For All Types
of Growing



"Easi-Off" PLANT BANDS hold nearly three times as much soil as the equivalent sizes in clay pots, allowing a longer growing time without bound roots.

NOTE THESE EIGHT IMPORTANT ADVANTAGES

1. Saves at least one shifting operation in growing potted plants.
2. Non-porous; holds moisture longer, in the bench or in the ground.
3. In cut flowers, the current crop can be kept in production in the benches as long as desired, while plants for the next crop are developing, healthy and strong, in "EASI-OFF" PLANT BANDS . . . Ideal for Snaps, Stocks, Carnations, Tomatoes and all greenhouse crops.
4. Clean and safe, protecting against fungus.
5. Suitable sizes for evergreens, field roses and other lining-out stock.
6. Ideal for carrying perennials over into fall or spring.
7. Durable but light; can be shipped without removing the plants, thus retaining moisture for outside feeder roots.
8. "EASI-OFF" saves a great deal of time in removing the plants; no cutting—just pull apart the slotted edges.

SIZES AND PRICES

CAT.	Size in inches	Weight per 1000	Per 1000
No. M-310	1 3/4 x 1 3/4 x 2 1/2	12 lbs.	\$2.95
No. M-320	2 x 2 x 2 1/2	15 lbs.	3.30
No. M-340	2 1/2 x 2 1/2 x 3	20 lbs.	3.75
No. M-350	3 x 3 x 3	21 lbs.	4.10
No. M-360	3 x 3 x 4	32 lbs.	4.75
No. M-391	4 x 4 x 4	40 lbs.	5.60

FLATS-LIGHT WOOD FOR ALL SIZE BANDS

For handling and shipping our 1 3/4-inch and 2-inch sizes of Plant Bands.	Per 100
M-370: holds twelve 1 3/4-inch Bands . . .	\$2.75
M-390: holds twelve 2-inch Bands . . .	3.30
M-392: holds twelve 2 1/2-inch Bands . . .	3.75
M-393: holds six 3-inch Bands . . .	3.25
M-394: holds six 4-inch Bands . . .	3.95

Packed 1000 to the carton. We do not break the cartons.

Packed 100 to the carton. We do not break the cartons.

SHIPPED PROMPTLY FROM THE FACTORY IN MICHIGAN

SALES OFFICES IN CHICAGO AND NEW YORK

American Bulb Company



GARDENIA STOCKS for QUALITY FLOWERS

Purest white flowers produced in graceful spikes 12 to 15 inches long on stems nearly three feet in length.

Tr. Pkt. \$1.00 1/4 oz. \$2.50 Oz. \$9.00

GARDENIA
COLUMN STOCKS

COLUMN STOCKS

Silvery Lilac

Second in Demand,
Sow heavily on this color
along with Gardenia

Tr. Pkt. \$1.00 1/4 oz. \$2.50
Oz. \$9.00